



# Promoting Troutdale Through Instagram

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Troutdale

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J454 Public Relations Campaigns



# Promoting Troutdale Through Instagram

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## About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

## About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-

learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

## **About City of Troutdale**

Troutdale is a dynamic suburban community in Multnomah County, situated on the eastern edge of the Portland metropolitan region and the western edge of the Columbia River Gorge. Settled in the late 1800s and incorporated in 1907, this “Gateway to the Gorge” is approximately six square miles in size with a population of nearly 17,000 residents. Almost 75% of that population is aged 18-64.

Troutdale’s median household income of \$72,188 exceeds the State of Oregon’s \$59,393. Troutdale’s neighbors include Wood Village and Fairview to the west, Gresham to the south, and unincorporated areas of Multnomah County to the east.

For the first part of the 20th century, the city remained a small village serving area farmers and company workers at nearby industrial facilities. Starting around 1970, Troutdale became a bedroom community in the region, with subdivisions and spurts of multi-family residential housing occurring. In the 1990s, efforts were made to improve the aesthetics of the community’s original core, contributing to an award-winning “Main Street” infill project that helped with placemaking. In the 2010s, the City positioned itself as a jobs center as it worked with stakeholders to transform a large superfund area to one of the region’s most attractive industrial centers – the Troutdale-Reynolds Industrial Park.

The principal transportation link between Troutdale and Portland is Interstate 84. The Union Pacific Railroad main line runs just north of Troutdale’s city center. The Troutdale area is the gateway to the famous Columbia River Gorge Scenic Area and Sandy River recreational areas, and its outdoor pursuits. Troutdale’s appealing and

beautiful natural setting, miles of trails, and parkland and conservation areas draw residents and visitors alike. The City’s pride in place is manifested through its monthly gatherings and annual events, ranging from “First Friday” art walks to the city’s long-standing Summerfest celebration each July. A dedicated art scene and an exciting culinary mix have made Troutdale an enviable destination and underscore the community’s quality of life. Troutdale is home to McMenamins Edgefield, one of Portland’s beloved venues for entertainment and hospitality.

In recent years, Troutdale has developed a robust economic development program. The City’s largest employers are Amazon and FedEx Ground, although the City also has numerous local and regional businesses that highlight unique assets within the area. Troutdale’s recent business-related efforts have focused on the City’s Town Center, where 12 “opportunity sites” have been identified for infill development that respects the small-town feel while offering support to the existing retail environment. The next 20 years promise to be an exciting time for a mature community to protect what’s loved and expand opportunities that contribute to Troutdale’s pride in place.

## Course Participants

**SIENA ATKINS**, Public Relations Undergraduate

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**EMMA GRAHAM**, Public Relations Undergraduate

**GABRIEL HOFFMAN**, Public Relations Undergraduate

**OLIVIA NORMAND**, Public Relations Undergraduate

## Executive Summary

The City of Troutdale, located between the Sandy and Columbia rivers, enjoys a beautiful environment and thriving downtown. The city's unique identity and diverse attractions allow residents and tourists to visit, be active, shop, eat, and stay. As the "gateway to the gorge," the city is seeking to build upon its assets and promote its brand to increase tourism.

The city has recently rebranded itself around "Travel Troutdale," which will be the city's travel and tourism site. Travel Troutdale hopes that establishing a social media presence on Instagram will attract people to come shop small, enjoy the great outdoors, and stay local. This report includes recommendations so that Travel Troutdale can create a robust social media presence and foster relationships with other local accounts to publicize and help promote visits to Troutdale.

A SWOT analysis that the team performed showed that some established small businesses and town events could contribute to the growth of the new Instagram account. As preparation for launching the Instagram progresses, drafting posts is highly encouraged. Therefore, when it is time to post, Troutdale will have a good idea of what posting content should look like.

FIG. 1  
Travel Troutdale SWOT  
Analysis

Travel Troutdale SWOT Analysis			
S Strengths	W Weaknesses	O Opportunities	T Threats
<ul style="list-style-type: none"> <li>• Already has social channels</li> <li>• Have many small businesses that focus on getting people to visit</li> <li>• Some town events are planned (such as First Friday)</li> </ul>	<ul style="list-style-type: none"> <li>• Needs more content</li> <li>• Many gray areas about social media retention</li> <li>• Town events need more structure in place</li> <li>• They are not sure how to evenly distribute posts for each business</li> </ul>	<ul style="list-style-type: none"> <li>• Ability for growth in all social channels</li> <li>• Growth of tourism and reputation among locations to visit</li> <li>• Economic growth by expanding tourism</li> <li>• Keep that small town feel while attraction tourists to make them keep coming back</li> </ul>	<ul style="list-style-type: none"> <li>• Small market for promotion</li> <li>• Lack of attention on social channels</li> <li>• Lack of interest due to bigger cities in the area</li> <li>• Limited amount of sponsorships to help spread information via media platforms</li> </ul>

Students collaborated with Travel Troutdale to address how to tackle selected current barriers such as lack of media exposure for Troutdale. Student research and analysis has hopefully provided Travel Troutdale with strategies and recommendations on how to successfully implement Instagram and other social channels in the future where they see fit. These recommendations include creating a social media calendar that will give guidance on when to post, what to

post and who to target, and using Hootsuite. One recommendation is to create relationships with other local businesses and to repost followed accounts content. Doing this will reach a greater audience and benefit both parties involved. To address Troutdale area residents and their possible concerns about tourism, we suggest highlighting them in the campaign through audience profiles that will represent Troutdale from community perspectives.



## Introduction

Troutdale is in Multnomah County, Oregon, just east of the city of Portland. A relatively small city, it covers six square miles and has a population of nearly 17,000. Troutdale is home to the lands of the Chinookan People that hunted and fished along the rivers and mountains. It is where Lewis and Clark paved a path for European settlement in the western region, and it is where large businesses launched to serve the growing region with timber, food, and wool.

A group of University of Oregon Public Relations (PR) students worked with City of Troutdale staff to formulate a PR plan that would help the city increase the flow of tourism by establishing a social media presence. Troutdale is looking to bring in a steady flow of tourism and identify areas on social media that could positively impact the community.

The City of Troutdale has a unique opportunity to emphasize local travel. With the unknown state of traveling due to COVID-19, Troutdale may have time to implement a comprehensive plan to increase tourism and make Troutdale a premiere travel destination in Oregon.

The recommendations detailed in this report aim at establishing a social media presence that will result in an increased tourism.

FIG. 2  
The Troutdale arch



## How to Start with Social Media

The student team advised Troutdale to create a strategic plan that would contain several goals, strategies, and tactics when starting a social media channel. Travel Troutdale's strategic plan could look like the following:

### **GOAL 1: LAUNCH A NEW INSTAGRAM ACCOUNT**

**Strategy:** Consistently post content to news feed, stories, and highlights to engage audience and new followers.

**Tactic:** Hootsuite is a social media management tool used for Instagram, Twitter, Facebook, LinkedIn, and YouTube. We recommend using Hootsuite as an Instagram scheduling app to manage the Travel Troutdale profile and stay on track with upcoming posts and Instagram analytics.

#### Hootsuite Capabilities:

- 10 social profiles
- Unlimited scheduling
- 1 user
- Key performance metrics
- Automated post scheduling
- Ad spend limit of \$500 per month to boost posts

### **GOAL 2: GAIN 500 FOLLOWERS A MONTH AFTER LAUNCHING**

**Strategy:** Reach out to local influencers, and begin to follow various Instagram accounts, including people and businesses in the Oregon region.

**Tactic:** Research accounts that are centered around recreation and travel in and around Oregon.

### **GOAL 3: INCREASE VISITORS TO TROUTDALE**

**Strategy:** Create eye-catching content about things to do and see in Troutdale to post on Instagram that other Oregon accounts or influencers can repost.

**Tactic:** Create relationships with Oregonian influencers and neighboring cities

After establishing a strategic plan, we also recommend creating a timeline that will help keep Troutdale's team organized and prepared for upcoming dates. Here is an example of a timeline:

Date

- Research target audiences
- Develop key messages

Date

- Identify target audiences

Date

- Ideate content for new Instagram account
- Pick content to focus on

Date

- Draft social media posts
- Create highlight topics and icons

Date

- Set up Hootsuite account
- Create new Instagram

Date

- Launch new Instagram account
- Publish first post

Date

- Assess Hootsuite
- Evaluate launching other social platforms

Date

- Evaluate engagement on Instagram

When using Instagram for a business (or local government in this case) it is imperative to understand its users and how to promote engagement. Tracking measurements and analyzing results using the Instagram Business feature generates insights based on posts and overall profile. When creating a post, content should be consistent with prior posts while also focusing on follower demographics. Consistency can be achieved through hashtags that are generated to spread awareness and used in captions throughout the account. Captions for posts should be kept short: about 1-2 sentences each while keeping them upbeat, welcoming, exciting, and informational. Another way to encourage engagement is through

interacting with one's audience through polls, asking questions, responding to comments, and using Instagram stories to motivate the audience. It is normal for Instagram algorithms to fluctuate often. The Instagram algorithm will prioritize your feed based on these six factors: interest, relationship, timeliness, frequency, following, and usage. With these six factors in mind, Instagram will curate a feed to what they think a particular individual wants to see based on their interactions with other accounts. In order to promote the Travel Troutdale Instagram, we recommend partnering with influencers, micro-influencers, and other city accounts, if they exist, as this will result in higher visibility and a wider range of audiences.

## Content to Post to Social Media

Travel Troutdale hopes to expand tourism by growing a comprehensive and cohesive social presence that allows the city to showcase why people should visit Troutdale as a destination. Hiking, biking, and local businesses are key attractions, including locations such as Multnomah Falls, Historic Columbia River Highway, Mt. Hood National Forest, and Sugar Pine Drive. Troutdale's year-round recreational activities offer opportunities for growth given proper social media advertisement. Suggested content for social media posting is listed below.



FIG. 3

Inviting outdoor seating  
in Mayor's Square

### OUTDOOR ACTIVITIES

Troutdale can take advantage of the numerous outdoor attractions that are in close proximity to the city. Social media can highlight these nearby attractions using picturesque scenery. We suggest dedicating certain days and times of the week to highlight a different tourist attraction with each post. This will require going to each location and capturing content that will be shared on the Instagram page.

We believe that Troutdale attracts people who enjoy the outdoors and are looking for a range of activities. This target group is important because they will be taking advantage of offerings in and around Troutdale such as Multnomah Falls, Rooster Rock State Park, Oxbow Park, fishing on the Columbia or Sandy River, and/or taking a bike ride along the historic highway, just to name a few.

FIG. 4

Mt. Hood vista





## PLACES TO STAY

In addition to highlighting the outstanding outdoor attractions that Troutdale offers, we recommend promoting lodging options that are available in Troutdale. Tourists that come from long distances and out of state should be encouraged to book a local stay. People staying in Troutdale will benefit the town's economic growth while they spend their dollars at local restaurants or shops. Places to stay should also have a dedicated day for posting that will communicate what each place has to offer as a strategy to attract tourists.

Venue that host events can bring people to the city as well as promote the city's unique events such as "First Friday" art walks or the long-standing

Summerfest celebration. This would create an opportunity to capture the events on a story or livestream. To ensure that the story maximizes audience reach, a highlight specific to places to stay will need to be created so that the story can always be referred to.

## PLACES TO EAT

Currently, Troutdale is home to several local "foodie" destinations that are ideal for Instagram posts. Eateries will also have a specific day of the week post on Instagram that will capture unique aspects of each eatery. We also recommend creating stories and highlights for these as a record of Troutdale locations accessible to the public for future reference.



FIG. 5

The popular Sugarine drive-in restaurant



**SHOP LOCAL**

By promoting featured locations in Troutdale, local businesses who benefit from tourism can also benefit from a social media presence. Instagram would be a great place to promote events such as “small business Sunday” while also supporting each business.

**THE HIGHLIGHTS FUNCTION**

In addition to making weekly posts, we recommend using the story feature to capture photos and videos that are more casual and highlight the beauty of each spot. Since stories only last for 24 hours, it would be effective to create permanent highlights that will be located under the biography of the account. Each highlight should be specific to the area portrayed with a cover photo that represents Troutdale locations such as “shop local.” Using highlights is beneficial because it makes a story permanently viewable on a profile accessible to the public.

FIG. 6  
Possible icons



## **Target Audiences**

When creating a PR plan, it is important to consider how target audiences will react and how to appeal to them. We gathered information about Troutdale's target audiences with careful consideration and research in regard to their location, possible activities, and the types of audiences that Troutdale has seen in the past. Moving forward, we recommend that Troutdale appeal to the following target audiences: Troutdale residents, Oregon tourists, business owners, and athletes (cyclists, hikers, runners, skiers, snowboarders, kites, and people who fish).

Local residents are likely to be one of the key audiences in this campaign because they will be most affected by the campaign. Since people from different parts of Oregon and across the country will be visiting Troutdale community, it is valuable to consider how locals might be affected by such tourism, either negatively or positively.

Oregon tourists will be important because they may be coming from all over the state to visit. In-state tourists may be the hardest to target due to the proximity of their homes, however, they are also easy to appeal to due to their potential proximity to Troutdale. Oregon tourists are unique due to their familiarity and interest in exploring their home state. It is also

important to recognize that this social media outreach has goals of reaching people outside the state in addition to maintaining relevancy with Oregon residents.

Small town business owners rely on various sources of income, including tourism. Travel Troutdale is meant to focus on the small businesses that make up the community. These business owners are likely to be affected by this campaign due to a potential increase in tourism, which will ideally stimulate the economy. Along with that, business owners may be able to participate in the free advertisement from Travel Troutdale, allowing them to spend their marketing budget elsewhere.

## **Budget**

To further enhance the overall productivity of Troutdale's social media channels, we recommend hiring a photographer to capture high quality pictures to be used for Instagram and future channels. Potential budget to hire a photographer:

- Ranges from \$400-\$800
- Could be beneficial to hire a photographer local to Troutdale and showcase that through Instagram. This reflects Troutdale's support for local businesses

Additionally, we suggest downloading the app, Hootsuite, for Instagram since scheduling and consistency is key

for Instagram. More frequent posting warrants more engagement with the public, and therefore more publicity.

Potential schedule for posts:

- Monday and Friday, 5:00 pm:  
Outdoor Activities and Attractions
- Tuesdays and Saturdays, 12:00 pm:  
Food/Drink Locations
- Sunday: Profiles of Locals, Upcoming Events
- Wednesday: Places to Stay

The budget for the campaign will contain a monthly payment of \$29, which includes the professional account for Hootsuite.

## **Recommendations**

In order to maximize social media platforms/channels, there are many steps that Travel Troutdale could take. Throughout this report the steps have been broken down into research, photos, topics, target audiences, and posting schedules. Ideally, every aspect offers something of value to an account, so we believe it is important to implement all of them. When first creating a business Instagram, instilling these practices within a social media team or the individual that is responsible for the account will be essential to consistency. Troutdale's main goal of increasing tourism can ideally be achieved through self-promotion on Instagram through promoting Troutdale's attributes and everything that it has to offer. After making the Instagram account live, evaluating its performance every few weeks may be helpful to determine how to proceed. Possible assessment questions include:

1. "After six weeks, how has engagement increased since launching Travel Troutdale Instagram"
2. "After three months, how has engagement increased since launching Travel Troutdale Instagram?",
3. "Has Hootsuite been beneficial to your work and organization?"
4. "Are you ready to potentially launch other social platforms - Facebook & Twitter?"

See Appendix for social media mock-ups, copy, and strategies.

With questions like these in mind, the social media team or individual can determine what, or if, changes need to be made in order to see better performance.

## **References**

<https://www.troutdaleoregon.gov>

<https://www.instagram.com/cityoftroutdale/>

# Appendix

Travel Troutdale social media mock-ups,  
copy, and strategies





## **Social Media Mock-Ups, Copy & Strategy**

*Travel Troutdale*

### **Instagram**

- Profile Posts
- Story
- Live Story
- Highlights

### **Tips When Using Instagram for a Business:**

- Consistency is key
- Focus your messaging - know your demographic
- Keep an eye on what's trending
- Measure and Analyze results (make sure account is set up as a business account because you are able to “view insights” on each post and overall profile)
- Interact with your audience (create polls, ask questions, motivate your audience to get outside or get moving via Instagram Stories.
- Don't be discouraged by the Instagram algorithms, they shift often
- Partner with influencers and micro-influencers

### **Tips for Writing Captions:**

- Upbeat, welcoming, excited & informational
- 1-2 sentences per post
- Hashtags
- Consistency

### **Hootsuite**

Download the app, *Hootsuite*, for Instagram scheduling: scheduling and consistency is key for Instagram. If you want more engagement, post more often. On Mondays and Fridays post about

Outdoor attractions @ 5 p.m., on Tuesdays and Saturdays post about Food/drink spots at 12 p.m., on Fridays post about local businesses around 5 p.m., and Sundays posts about profiles of locals, or upcoming events!!

*Upcoming Events:* should be posted in the Instagram Story then saved into the “events” highlight.

*Live Stories:* example - Christmas Tree Lighting

Promote this event via Instagram stories / using a daily countdown calendar to get people excited and involved

### **Examples/Ideas for Instagram posts to get the ball rolling...**

Outdoor Attractions & First Post:



Caption: Welcome to Troutdale, the Gateway to the Gorge! We are so excited to show you all of the wonderful aspects that Troutdale has to offer YOU!

#TravelTroutdale #gatewaytothegorge #adventureoregon

\*This post is extremely crucial. It is the first post for Instagram, therefore it must grab the attention of your audience and set the tone for the rest of the posts. This post must be welcoming and light hearted, to excite the audience for what's to come.

Post this at 6 p.m. on Monday

### Outdoor Attractions:



Caption: Troutdale lays on the foothills of Mt. Hood National Forest. Get outside, breathe that fresh air, and explore all of the nature that Troutdale provides!

#traveltroutdale #gatewaytothegorge #adventureoregon

\*Photos that display the nature of Troutdale, hikes, rivers, mountains, or any outdoor activities should be posted about 2-3x a week. Maybe each week you focus on a specific hike for your public to try, and another day you focus on a new fun activity outside for all body types. Visitors are coming to Troutdale primarily for its nature and beauty that surrounds it and it's amazing location. Make sure to stay consistent and post around the same time every day. Usually the evening, either right before or after dinner time is the best time of the day to post because that is when instagram sees the most engagement. Inspire your audience to get active and get those endorphins flowing!!

### Food:



(Photo taken from website, needs pictures taken)

Caption: Treat yourself at our local classic: Sugarpine Drive In. Just a 10 minute walk from Mayor's Square, this sandwich and ice cream shop is the perfect spot to grab a treat and hang out along the Sandy River. For more information and menus, click the link in our bio.

#traveltroutdale #gatewaytothegorge #Sugarpine

## Food



(Photo taken from website, needs pictures taken)

Caption: Burgers, Beer, and good times can all be found at Bandit's Bar and Grill. Located right next to Mayors Square, this BBQ joint is in a prime location to stop in and grab a bite before exploring the rest of the town. #traveltroutdale #gatewaytothegorge #BanditsBBQ

\*These are examples of posts to promote local eating establishments. Try and highlight the type of food that is available and its relevant location to a major part of town. I also chose to place the walking time rather than the driving time as it might encourage the visitor to visit other establishments while travelling to this location.

## Event:



\*Use a picture capturing the downtown area where events could be held. I chose this image because it captures the beauty of Troutdale while sharing areas where people can gather.

Caption: Join us on (date) to help (verb) our small businesses at (location). The event will be held from (time)! We can't wait to see you! #troutdalesmallbusinesses #shoptroutdale

Event:



Example of a photo option for Artist Sunday. Choose a picture that represents the work of a local artist.

Caption: Join us this Sunday (date) downtown (location) to celebrate the work of local Troutdale artists! We can't wait to see you all! #artistsunday #troutdaleartists

Local Business:



*Celebrate Me Home* (Photo taken from website, needs actual one)

Feeling festive? Stop in to Celebrate Me Home between November 5th-8th to win giveaways and get into the holiday spirit.

#shoplocal #gatewaytothegorge

\*Be enticing to the reader and draw them into the businesses. Keep the caption short so it does not bore the consumers. Relevancy is also important to keep the customers coming in at the right



time. I used the shop local hashtag due to the major push right now in society to keep small business alive.

Local Business:



*Troutdale General Store* (taken from web, needs an actual photo)

Antiques, ice cream and old fashion soda. Step back into time and come visit Troutdale's General Store. Make sure to bring your camera and come smell the warm pecan pie.

#shoptroutdale

\*Use the sense of nostalgia and physical senses to draw crowds to the store. People want to feel a sense of remembrance along with happiness. Posting this with a hashtag could also strengthen it.

People:



Myles Cameron is a 22 year old professional photographer. Cameron used the city of Troutdale as a location to travel around Oregon and meet with clients. Troutdale offers a good transition



between the gorge and Portland and it has everything you need but doesn't feel like you are stuck in a major city. Cameron States “Loved spending my time there because there were a lot of good locations that I could shoot for my clients.” #local #Troutdale

The strategy behind a feature is that it allows someone who lives in the city and has insider knowledge which makes people feel like they are in the in-crowd. It also adds more of a human touch to the Instagram page. This would also allow for the individuals who are featured to promote their business or highlight their favorite part about the city.



Nina Hamman has lived in Troutdale or the surrounding area for the last 50 years.

“While I have lived in Troutdale or the surrounding areas (Corbett, Fairview, Gresham) most of my life (50 years), we have lived in a small suburb of Troutdale for the last 27 years. It is a wonderful place to raise a family and is filled with wonderful memories. It is far enough away from the city, yet close enough to be downtown in 20 minutes.

It is also close enough to the country, rivers, lakes, and streams that you have endless opportunities to explore. If you're on a trip, it is a short drive up the Gorge or Mt. Hood to expand your horizons. There are so many parts of Troutdale that I love. You have a small town feel, close to any amenities you may want or need, yet far enough away from the "big city". I love that it is a 10 minute drive to launch our boat into the mighty Columbia River Gorge, or we can go fishing or hiking on one of the many trails. There are community events and low crime.

You have a history here that is embedded in the community that ranges from Lewis & Clark, Native Americans, Hudson Bay Fur Trappers, English Explorers, not to mention one of the earliest woman mayors in 1914, two years after women got the right to vote in Oregon. You have darling restaurants, quaint boutiques, and even a general store. You have hiking trails, fishing, swimming holes, breathtaking views and landscapes. It really is breathtaking.”

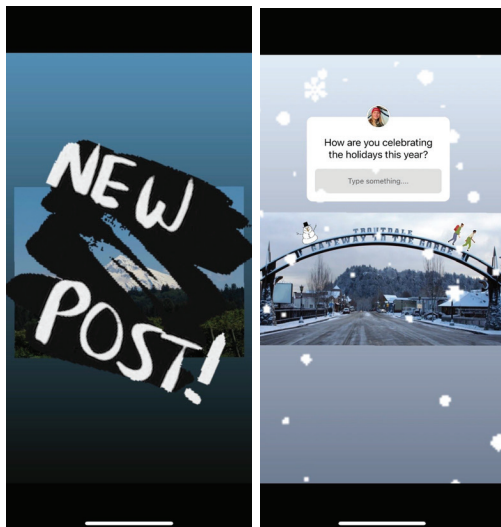
## Instagram Stories

Instagram stories have taken over the game. They are the first thing any user looks at when they open the app because they are fast, easy and get the point across. For businesses, stories are CRUCIAL. It is important to always repost your story when someone tags @TravelTroutdale in a post, or story. This will gain exposure and engagement. It is also a tactical tool to use to direct your audience to view important posts, the websites, or just get them involved. Stories remain posted for 24 hours, then they disappear. However, you can always add your stories to your highlights in which they will be on your instagram page until taken down. .

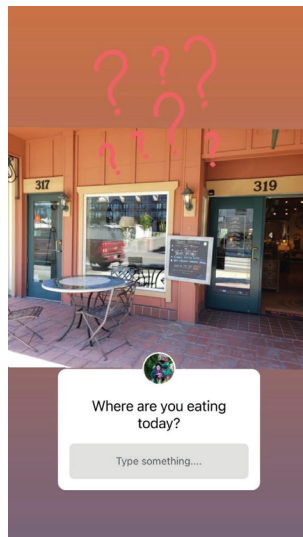
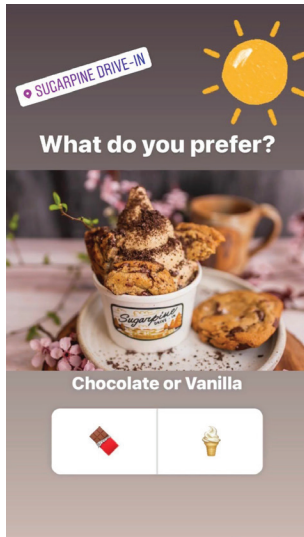
Stories are great for:

- Announcements
- Collaborations
- Story Highlights
- Polls
- Questions
- Reaction Slider
- Countdowns
- Links
- Story Templates
- Location Stickers
- Hashtags
- New Posts
- Contests
- Live stream videos

Adventure (outdoors):



Food & Drink:



## Shop (Local Businesses):



Events:



People:



## Highlights and Icons

Unlike stories that disappear after 24 hours, the “highlights” tool allows you to organize past stories into categories on your profile in order to store those previous stories permanently. They are curated collections of past Instagram stories that followers and viewers can tap into and watch at any time.

- Eat & Drink
- Events
- Adventure
- People

- Shop





## **SCI Directors and Staff**

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